

DAFTAR PUSTAKA

- Afshar, F., Abbaspour, M., & Lahijanlian, A. a.-M. (2019). Provide a practical model of the waste management master plan with emphasis on public participation using the SWOT method, the QSPM matrix and the FAHP method. *Advances in Environmental Technology*, 77-96.
- Anthony, W. P., Parrewe, P. L., & Kacmar, K. M. (2013). *Strategic Human Resource Management*. Orlando: Harcourt Brace and Company.
- Assauri, S. (2010). *Manajemen Pemasaran Dasar, Konsep, dan Strategi*. Jakarta: PT. Rajagrafindo Persada.
- Banka, M., Tien, N. H., Dao, M. T., & Minh, D. T. (2022). analysis o businesss strategy of real estate developers in Vietnam: The application of QSPM matrix. *International Journal of Multidisciplinay Research and Growth Evaluation*, 188-196.
- David, F. R. (2009). *Manajemen Strategis*. Jakarta: Salemba Empat.
- Jauch, L. R., & Glueck, W. F. (2000). *Manajemen Startegis dan Kebijakan Perusahaan* (2nd Edition ed.). Jakarta: Erlangga.
- Kasmir. (2010). *Pemasaran Bank*. Jakarta: Kencana Predana Media Group.
- Kotler, P. (2008). *Manajemen Pemasaran* (12th Edition ed.). Jakarta: Prenhalindo.
- Kotler, P. (2012). *Manajemen Pemasaran* (13th Edition ed.). Jakarta: Rajawali.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran* (12th Edition ed.). Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran* (12th Edition ed.). Jakarta: Erlangga.
- Maulana, Afrizal, S., & Nurmala, M. D. (2023). Fenomena Tren Nikah Muda Dikalangan Remaja. *Edusociata Jurnal Pendidikan Sosiologi*, 56-66.
- Omachonu, V. K., & Ross, J. E. (2004). *Principles of Total Quality* (3rd Edition ed.). Boca Raton: CRC Press.
- Pamatier, R. W., & Sridhar, S. (2017). *Marketing Strategy: Based on First Principles and Data Analytics* . London, United Kingdom: Macmillan International Higher Education .

- Rangkuti, F. (2005). *Analisis SWOT Teknik Membedah Kasus Bisnis*. Jakarta: PT. Gramedia Pustaka Utama.
- Rangkuti, F. (2018). *Analisis SWOT: Teknik Membedah Kasus Bisnis Cara Perhitungan Bobot, Rating, dan OCAI*. Jakarta: PT. Gramedia Pustaka Utama.
- Siregar, L. Y., & Nasution, M. I. (2020). Perkembangan Teknologi Informasi Terhadap Peningkatan Bisnis Online. *Jurnal Ilmiah Manajemen dan Bisnis*, 71-75.
- Talgatovich, A. A., Mubinovna, R. F., & bayazofna, G. N. (2021). Marketing Strategy for the Competitiveness of Modern Enterprises. *International Conference on Scientific, Educational & Humanitarian Advancements*.
- Yurin, A., Berman, A., Dorodnykh, N., & Pavlov, N. (2018). Fishbone Diagrams for the Development of Knowledge Bases. *International Convention on Information and Communication Technology, Electronics and Microelectronics*, 967-972.